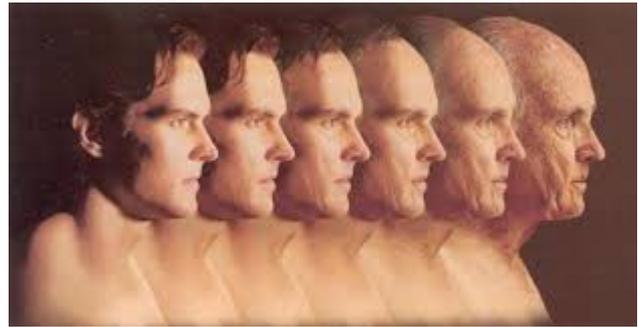


Essential Guide to Looking Young - From Skin Care to Surgery

Looking good has never been so

important... or easy - Today's online and celebrity society has helped fuel the belief that men need to look youthful and dynamic well past their 20's and 30s. In turn, this has forced men to re-think their attitudes to diet, face-care products and even plastic surgery that's resulted in a male



grooming market that's continued to grow year-on-year. Nowadays, there's essentially a willingness to change the things men don't like about their appearance and with this in mind, this guide aims to show how men can slow the onset of aging and take action when it arrives.

Statistics from the American Society for Plastic Surgery show that in 2012, men accounted for over 10% of all cosmetic procedures with almost 1 million performed. Most popular were procedures to remove fat followed by eye surgery. Additionally plastic surgery in males increased almost 20% from 2011 to 2012. It is also apparent that this trend is not confined to the US, but also reflected right across the globe as evidenced by the growing numbers of male orientated procedures performed in Korea and Thailand.

Time to act! - For those who previously believed grooming entailed a hot bath once a week (whether needed or not) or whose regime entailed surreptitiously using whatever they found in their wives' and girlfriends' cabinet – its time for a change. For the still young, its time to get ahead of the game while for the not so young there's still time to act.

One key lesson - If you take away one piece of advice from this call to action – then it is to **start now!** It is essential to start early and not wait for the signs of aging to appear as by then the elasticity and collagen in the face is already in decline.



The essentials in your 20's

A daily regime to care for your skin need not be an expensive nor life changing event and can start with a few daily essentials. While it won't reverse the signs of aging, it can at least slow its onset.

1. Wash your face with a good liquid cleanser. This really is a no-brainer. Normal soap will dry out your skin and is just as bad as just using plain water. Men's skin is thicker and more prone to excess oil than woman's requiring extra attention. You should also use an exfoliating wash once or twice a week especially if you are using a daily retinol cream (as you should).
2. Apply after-shave. After-shave hydrates and soothes the skin, but make sure it is alcohol and paraben free as alcohol dries out your skin.
3. Real men moisturize. Moisturizing daily is essential to protect the face, keep your face looking its best and slow the onset of aging.
4. Always apply sunscreen even if you are indoors. Exposure to ultraviolet light (UVA or UVB) is responsible for 90% of the signs of premature aging (and don't forget the danger of skin cancer). If you can find a moisturizer that contains an SPF of 30 or higher, so much the better – you're multitasking.
5. Use a retinol cream at night to fight the effects of aging while you sleep. Retinoids, a derivative of vitamin A, often prescribed for acne has been shown to be highly effective in combating wrinkles and the effects of aging. Retinoids stimulate your skin to generate collagen and hyaluronic acid, two of the main components of your dermis, which give skin firmness and fullness.



Other anti-aging tips

Manage stress

Not only does stress have a negative effect on your skin's overall condition, but facial expressions such as frowning or squinting can also cause wrinkles -especially between your eyebrows and at the corners of your eyes giving you a permanent stressed and angry look as permanent muscle contractions cause skin to lose elasticity.

Exercise

One effective way to reduce stress is through exercise which keeps your skin looking both young

and vibrant. Anything that gets your blood pumping, muscles working and heart racing can help you feel and look good.

Maintain a healthy diet

You don't want to hear this but - try to limit the 'Mac Attacks' (greasy burgers and fries don't help your complexion or your state of well-being) cut down on the 'booze' and make sure you get a daily helping of vitamins and minerals by eating fruits, vegetables etc,. Daily supplements such as vitamin C, E and Omega 3 ensure that your body is getting the required dose for the maintenance of skin and body.

With this regime you are building the foundations to maintaining a healthy look as you 'mature'.

More drastic measures for your 30's



Essential everyday skin care can delay but not stop the aging process. As you go into your 30's and 40's, fat and collagen in your face start to recede, resulting in skin that starts to sag and the arrival of eye bags, dark circles and tear troughs as well as wrinkles, age spots, frown lines and crows feet. Age will be compounded by UV exposure, a unhealthy lifestyle (read late nights, booze and junk food) and today's toxin laden environment.

Dark circles -The under eye area is not in itself bulging, instead there is the appearance of a dark coloration under the eye. This space is usually bordered by an underlying groove called the tear trough. Many genetic factors influence the appearance of the skin beneath the eyes including bone structure, how blood vessels sit beneath the skin, and pigmentation. The skin here is also naturally more thin and delicate, even more so for some, resulting in even more pronounced darkness. Additional factors may be insufficient sleep, caffeine, alcohol, not drinking enough water and too much salt in the diet.

Eyebags- Appear tend to appear at a later age, usually from the age of 30-35 brought on by a loosening and wrinkling of the skin around the eye and a bulge that lies on top of the tear trough. There are different causes that make eye bags begin to sag and/or protrude. While it may still be unfortunate genetics, there are other factors that play a part. Aging causes the skin to lose firmness and elasticity as our collagen fibers degenerate. In addition, facial fat decreases while the ligaments that connect skin to bones stretch and weaken. Lastly, the membrane containing the fat deposits also weaken, allowing the fat to become displaced and bulge where the skin was once flat.

At this time, while your daily regime retains its importance, it is time to turn to something that packs a bigger punch. Thankfully there are a range of weapons at your disposal that can help where your body can't including fillers such as Botox or hyaluronic acid treatments like Restylane and Juvederm. These offer a safe, quick and cost-effective process for treating the effects of aging such as wrinkles, crows feet, folds and frown lines. Technology also comes to the rescue and offers solutions with various laser and sound-wave therapies.

Dermal fillers to replace lost volume - Quick and easy to inject and just about painless, dermal fillers offer consistent and predictable results, a natural look and feel under the skin and require no downtime. They also come with low risk of complications and Botox remains the most popular non-surgical procedure in the US and despite its scary sounding name is perfectly safe in the hands of an expert.

Depending on a number of factors these solutions provide short term relief, typically around 6-9 months after which a top up is required. You can get longer lasting fillers though most opt for the shorter term solutions due to the difficulty in producing a smooth surface.

Technology

Another non-surgical though more expensive solution is via the use of lasers and radio frequency technology.



Laser skin resurfacing - is applicable for those seeking treatment for discoloration, wrinkles, sun damage, acne scars, or other imperfections. Treatments are safe, effective and convenient. Laser skin rejuvenation or laser peel works by removing damaged outer layers of skin and for most patients does an excellent job of diminishing the appearance of lines, wrinkles, scars, and irregular skin pigmentation. There is a range of differing types of laser treatments with the most popular being Fraxel[®] skin resurfacing treatment, Erbium, CO₂ laser and IPL (Intense Pulsed Light) laser treatments.

Anti-aging technology

For those looking for something closer to a facelift without going under the knife - skin tightening procedures such as Thermage, Ultherapy could be the answer. While they use slightly different techniques both aim to lift and tighten the skin. They work by heating the lower layers of the skin just enough to stimulate repair and renewal and encouraging collagen production. While they are a more expensive option, the effects should last a couple of years with minimal downtime. While the early versions of Thermage allowed users to experience pain akin to childbirth, today's later

versions incorporating a cooling mechanism are much more gentle and almost pain free. The jury appears to be still out on which is the better option, although Ultherapy is newer and claims more advanced technology, Thermage has been around for more than a decade and can be used directly under the eyes. Lastly, it is worth noting that this type of solution is also more suited to prevention rather than cure and so is more applicable to those just starting to experience that sagging feeling as there is still sufficient collagen to show a marked improvement.



Bringing out the big guns when life begins at 40

As we get into our forties, we can no longer hold the tide back and a more drastic approach may be called for. While this may still not be necessary for those blessed with good genes or who have assiduously looked after their skin, for the rest of us, it offers a real solution. For those ready to take the plunge, there are a range of surgeries to change or enhance the features either in part or as a package to change the whole balance of their face. Of course while rhinoplasty, chin augmentation or indeed any surgery can be considered at an earlier age, I have included it here for ease of reference.

Eye surgery (blepharoplasty)

Age shows itself more in the face than on any other part of the body with the eye area being especially revealing. As we age however, gravity pulls our skin down and repeated use weakens its elasticity. For a longer term solution, eyelid surgery or blepharoplasty is therefore one of the most impactful cosmetic surgeries available and can have a huge impact on appearance, taking years off the face while giving it a rejuvenated appearance.

Chin augmentation

Many men would like to have a more prominent chin bringing with it an appearance of greater masculinity and gravitas. In turn, a receding chin can give the appearance of making the face look out of proportion with a resulting effect on self-confidence. As a result a chin implant can build out a receding chin to provide a stronger more defined jaw line. Conversely, a chin which juts out also gives an appearance of imbalance in the face and again could be a source of frustration. In this case the chin can be reduced to give the face better symmetry. During chin augmentation the surgeon will place an implant in the chin from inside the mouth or below the chin.

Nose Job (rhinoplasty)

The nose remains the central feature of the face and as a result its size and shape therefore defining the face's overall balance. A simple surgical alteration can have a huge impact on the overall appearance of the face and therefore on self-confidence. The nose can be changed in numerous ways, bringing about a new look for your face. The size can be increased or reduced

while the shape of the bridge and or tip can be changed, bumps ironed out, nostrils narrowed and the angle between the nose and the upper lip altered.

Facelift

A facelift does exactly what it says on the tin – it lifts the face, reducing lines and tightening the skin. It offers the chance reverse the signs of aging, repairing where skin has become slack from a loss of elasticity, excess lines and sagging and resulting in a more youthful and vibrant appearance.

Final word - As you move along the skin care spectrum towards surgery it becomes increasingly essential to ensure you are in the hands of an experienced, qualified professional. While all surgery contains risk, you can minimize this by ensuring your surgeon has the correct accreditation and/or work with an expert medical facilitator. Premier Health Services works with a number of excellent doctors and clinics in both Thailand and Korea who are experts in the fields of anti-aging treatments and technologies.

For more information contact +852 5328 2004 or info@premhealthservices.com or visit <http://www.premhealthservices.com/>

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